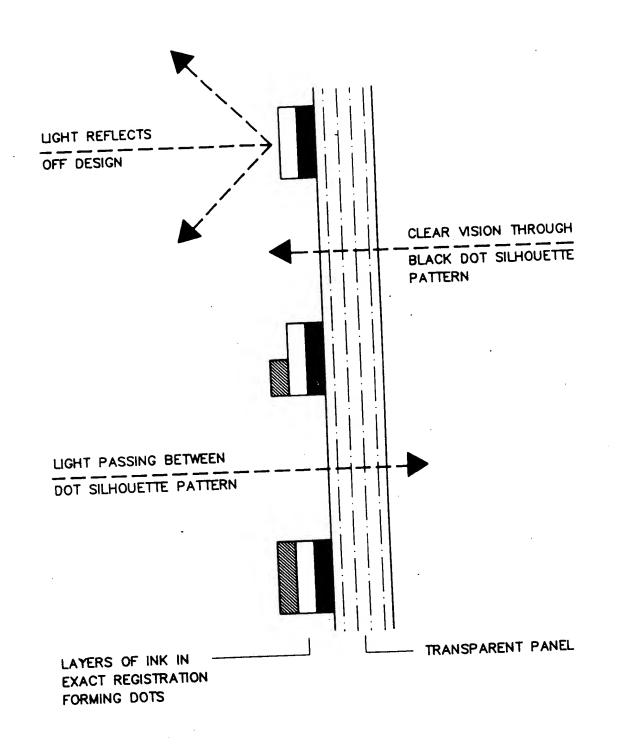


# SALES TRAINING

# **WHAT IS CONTRA VISION?**

It is a Product, not a Process
based on a Transparent Substrate (rigid sheet or plastic film)
with an opaque Silhouette Pattern,
onto which is exactly superimposed a
Design on one side, not visible from other side, or
a Design on both sides
neither visible from the opposite side



HOW CONTRA VISION FUNCTIONS

# THE PRODUCT

## **CONTRA VISION**

enjoys a

## **MONOPOLY**

status

by virtue of its

#### **PATENTS**

assisted by

## **TRADE MARKS**

and

#### **KNOW-HOW**

While always emphasising our monopoly to others, we should also try to maximise effort upon

#### **RESEARCH**

## **PRODUCT DEVELOPMENT**

## PRODUCT APPLICATION DEVELOPMENT

**MANUFACTURING EFFICIENCY** 

**MARKETING** 

**SALES** 

**CUSTOMER SERVICE** 

#### THE CONTRA VISION PATENTS

identify 36 distinct Vision Control Options which are determined by the

- \* Silhouette Pattern % Opacity,
- Design, especially Colours on one or both sides
- Illumination to either side.

The patents have

#### **PRODUCT CLAIMS**

as well as

#### **METHOD CLAIMS**

The product claims protect Contra Vision products, whatever method of production is used.

**EXACT REGISTRATION PRINTING** is required to print a design which is not visible from the other side of a transparent panel.

Our production methods are apparently the first and only means of EXACT REGISTRATION PRINTING in the 2000 years since the Chinese invented printing.

The Trade Mark

'CONTRA VISION'
is registered internationally

The Trade Mark

'FUNGLASSES' OR 'CONTRA VISION FUNGLASSES'
is being registered internationally

#### **CONTRA VISION**

is v ry unusual in b ing a "PURE INVENTION"

not invented to solve a particular problem and is therefore not limited in its application or vulnerable to being superseded by alternative technology. However

Pure inventions do not have any ready-made markets

## **MARKETS NEED TO BE CREATED**

# **MISSIONARY TASK**

We need to market and sell with missionary zeal to convert customers from other types of spend to
CONTRA VISION, "THE NEW COMMUNICATIONS MEDIUM"